

# Powtoon protects its core IP and competitive advantage with Jscrambler

Powtoon, one of the oldest leading visual communication platforms, chose Jscrambler to protect its valuable digital assets and stay ahead of the fierce competition.



**POWTOON**

## About Powtoon

Powtoon is a leading video and visual communication platform. Powtoon's mission is to empower individuals, teams, and companies to achieve measurable results by transforming communications into visual experiences that get their audience to care, connect, and act.

Powtoon adds a spark of awesomeness to everyday communications, turning content into substance people really want to watch and engage with.

### Headquarters

United Kingdom

### Use cases

IP Theft Prevention

### Industry

E-Learning - Video and visual communication

**With Jscrambler since 2019**

## Challenge

For the first 5-7 years of Powtoon's existence, their e-learning video product was flash-based. But with the rise of JavaScript, the need to protect their source code arose. With the launch of their HTML5 product, the Powtoon team realized they didn't want to lose their competitive edge by putting their unprotected source code out there for everyone to see and copy.

Powtoon's CTO and Co-Founder insisted the team invested in finding and using the best JavaScript protection he could find at the time. Powtoon needed a solution to protect its core code at runtime and safeguard its digital assets from reverse engineering and IP theft to stay ahead in a competitive market.

**"With Jscrambler, we wanted to protect our competitive advantage. We weren't the first HTML5 product in the market, but we were the only one that was already an established brand. And we didn't want to risk it as we were already subject to copycats. Some clones were almost identical to us and they were stealing our graphical assets, which are much more difficult to protect."**

Sven Hoffmann, CTO and Co-Founder at Powtoon

## Solution

Before choosing Jscrambler, the Powtoon team looked at open-source solutions and found Jscrambler to be the most comprehensive client-side solution with best-of-breed features. Powtoon started using Jscrambler's [Code Integrity](#) from the very beginning, so their product never went live unprotected at any stage.



The polymorphic JavaScript obfuscation was one of the biggest factors in choosing Jscrambler as it proved to be very comprehensive and customizable. Additionally, the variety of runtime protections was deemed helpful. The Powtoon team also enjoyed using Code Integrity's dashboard and web interface which they preferred instead of having to use some kind of command line tools that they would need to integrate in a complicated way into their build. However, the biggest deal breaker for Powtoon was the performance aspect. They strived to balance the performance of a very complex application with the need to protect it.

**"You do not go for the heaviest protection because it just doesn't fly with our performance requirements. So you look for the right ratio of reasonable price and a reasonable level of protection with a minimal performance impact. That's what we got with Jscrambler."**

Sven Hoffmann, CTO and Co-Founder at Powtoon

### Top Jscrambler features and capabilities for Powtoon

**State-of-the-art  
first-party JavaScript  
obfuscation**

**Smooth integration  
into the existing CI/CD  
pipeline**

**Minimal impact on  
website performance**

## Results

Powtoon's platform is protected from IP theft and code tampering. Considering that Powtoon looked at the performance impact as pretty much the only thing they cared about, Jscrambler provided a comprehensive first-party code protection solution that kept any performance impact at the absolute minimum. The Powtoon team is happy with the solution Jscrambler brings to the table as well as customer support and a stress-free relationship that has been formed between the Powtoon and Jscrambler teams.

**"If I had to summarize the benefits of the Jscrambler product in one sentence, I would say it's state-of-the-art code protection and negligible performance impact."**

Sven Hoffmann, CTO and Co-Founder at Powtoon

Today, Jscrambler's Code Integrity is a critical part of Powtoon's build pipeline. They are not releasing a version without it. They have peace of mind knowing that any copycat attempts and attacks on their JavaScript will be detected and thwarted.

#### About Jscrambler

Jscrambler is the leader in Client-Side Protection and Compliance. Jscrambler is the first to merge advanced polymorphic JavaScript obfuscation with fine-grained third-party tag protection in a unified Client-Side Protection and Compliance Platform. Jscrambler's integrated solution ensures a robust defense against current and emerging client-side cyber threats, data leaks, misconfigurations, and IP theft, empowering software development and digital teams to securely innovate online with JavaScript. Jscrambler's technology is trusted by the Fortune 500 and thousands of companies globally.

If you want to know more about how Jscrambler can help you prevent client-side attacks, don't hesitate to contact us.  
hello@jscrambler.com | +1 650 999 0010